
MEMORANDUM

DATE: February 4, 1995
TO: Regional Managers
FROM: Rich Habegger
RE: Motorsport Traditions

Last week you received a mailing from Motorsport Traditions and are probably wondering what you are to do with it. I trust this memo will explain this situation.

Our Sponsorship Leverage Program has worked an agreement with Motorsport Traditions whereby each Regional Manager now has his or her own account with Motorsport Traditions. By having your own account, you are able to order our Winston and Smokin' Joe's souvenir items, or any other item carried by Motorsport Traditions, at wholesale cost. To place your order you simply call the toll free number or send your order to the address that is on the Ordering Information Sheet that was enclosed in the mailing. We know the Winston and Smokin' Joe's souvenir items are extremely popular with our Sales personnel and customers, so we hope this new opportunity will allow you to provide these distinctive items as special situations arise.

The mailing of the wholesale agreement was a mistake by Motorsport Traditions and you should destroy it. The only two items from their mailing that you should keep are the Ordering Information Sheet and the 1995 Customer Price List. The prices on the price list are the prices you will be charged when ordering. A new catalog showing all of the items on the price list is scheduled for completion in Mid-March and you will be receiving one as soon as it is finished.

We hope that this opportunity will be beneficial to your efforts. However, you are under absolutely no obligation to order anything. Your account is set up only as an additional program that you now have at your disposal.

Rich Habegger

Sports Marketing Enterprises

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